

# Our Town

TOWN of WAKE FOREST

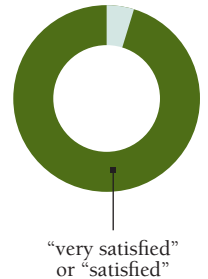


## Relevant Content

Our Town is an award-winning publication produced by the Town of Wake Forest Communications Department for area residents. Each edition features pertinent information about upcoming events, parks and recreation opportunities, project updates and other town activities.

## Our Readers Tell Us...

- 93% of readers surveyed were VERY SATISFIED or SATISFIED with the content of Our Town.\*
- Information about community events is the #1 requested topic by residents.



\*2015 communications survey results as of May 11.



## Target Market

The Wake Forest area population has grown rapidly during the past ten years. Our readers are:

- Affluent with a median household income of \$70,000
- 40% earn more than \$100,000
- Live within the geographic area that encompasses Wake Forest town limits and surrounding areas



## Circulation

FREQUENCY: Bi-Monthly  
(July/Aug, Sept/Oct, Nov/Dec, Jan/Feb, Mar/Apr, May/June)

CIRCULATION: 27,000

## Distribution

Direct mailed to 27,000 households:

- 22,500 Wake Forest households in the 27587 zip code (full saturation)
- 4,500 Wakefield households



## Advertising Benefits

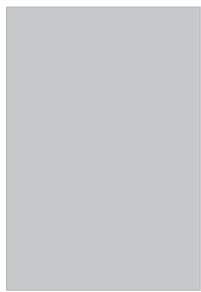
- **MARKET SATURATION**  
An ad in Our Town reaches all Wake Forest and Wakefield households
- **DIRECT MAILED**  
Distributed to 27,000 households
- **RELEVANT CONTENT**  
Your message will appear alongside relevant information that is geared for residents
- **AWARD-WINNING PUBLICATION**  
Limited number of spaces for advertisers will ensure that your ad receives high visibility

# Our Town

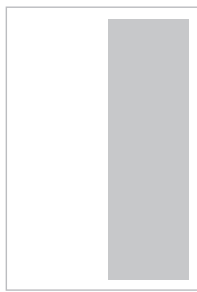
TOWN of WAKE FOREST

## Advertising Rates

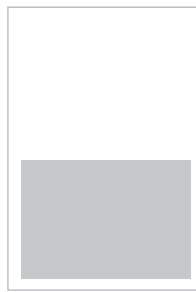
AD SIZE	WIDTH x HEIGHT	INSERTION RATE
Full Page Back Cover	8.5" x 11" <i>plus bleed</i>	\$950
Full Page	8.5" x 11" <i>plus bleed</i>	\$750
Half Page Vertical	3.875" x 10.5"	\$450
Half Page Horizontal	8" x 5.12"	\$450
Quarter Page	3.875" x 5.12"	\$200



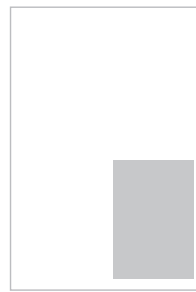
Full Page



Half Page Vertical



Half Page Horizontal



Quarter Page

## Space Reservation & Deadlines

ISSUE	SPACE RESERVATION	MATERIALS DUE
July/Aug 2015	May 26	June 1
Sept/Oct 2015	July 24	Aug. 1
Nov/Dec 2015	Sept. 24	Oct. 1
Jan/Feb 2016	Nov. 24	Dec. 1
March/April 2016	Jan. 25	Feb. 1
May/June 2016	March 25	Apr. 1

A limited number of ad spaces are available. Reserve your ad early to ensure availability. Contract must be signed and paid in full to lock in ad space.

## Artwork Submission

- Artwork should be a press ready PDF file saved at maximum resolution (300 dpi) in actual size
- Full page ads should include 0.125" bleed on all four sides
- All files must be in CMYK format

Send artwork to:

[bmartinson@wakeforestnc.gov](mailto:bmartinson@wakeforestnc.gov)

## Non-profit Discount:

- 501c3 organizations—20%

## Series Discount:

- 3-5 insertions—15%
- 6+ insertions—20%

## Contact

Beth Andersen

[bandersen@wakeforestnc.gov](mailto:bandersen@wakeforestnc.gov)

919-435-9422



301 S. Brooks St., Wake Forest, NC 27587  
[wakeforestnc.gov/our-town.aspx](http://wakeforestnc.gov/our-town.aspx)